

## **ENTREPRENEURS-IN-RESIDENCE**

Lancaster University Management School (LUMS) currently hosts a 63 strong guild of Entrepreneurs-in-Residence (EiRs) who support research, teaching and engagement activities.

EiRs actively engage in the opportunities that LUMS provide for small business owners, including masterclasses, workshops and networking programmes held on campus. In return, EiRs are involved in:

- Guiding students around the identification, evaluation and exploitation of business ideas.
- Supporting research activities from faculty members across the management school.
- Enhancing the experience of the student community through career guidance.
- Becoming ambassadors of the programmes around business support activity.
- Supporting activities related to undergraduate/graduate recruitment.

Evidence of engagement is reflected in the delivery of SME related insight to a total of 1,904 undergraduate and graduate students between 2016 and 2018. In 2016/17, 33 EiRs spent 154 hours participating in teaching activities and 117 additional hours meeting with students and staff. In 2017/18, 44 EiRs spent 156 hours participating in teaching activities and 173 additional hours meeting with students and staff.

Evidence of research underpinning the EiR role in higher education institutions can be found in a Lancaster publication, 'What is (the point of) an Entrepreneur-in-Residence?' George et al (2010). Further evidence of the scale and scope of programme has been provided by Magnus George to the House of Lords.

The EiR programme started in 2008 when LUMS's first Entrepreneur-in-Residence, Ian Gordon joined the Department of Entrepreneurship and Strategy. Ian worked on creating the engagement culture of the programme and acted as a 'cultural irritant', challenging conventional entrepreneurial assumptions. This approach shaped the relationship between academia and business practice in the department since and is now a key aspect of research, teaching and engagement. EiRs have their own dedicated space in LUMS to work and hold meetings within the management school.

Further developments of the EiR plans involve:

- Further dissemination of EiR impact - visual information, EiR profiles, statistics and news. Selected information will be displayed in LUMS screens and corridor boards for future visits/events.
- Recognition - EiR prizes can be introduced and EiR themed awards could be sponsored for students.
- Growth of the International EiR Network.

The EiR community helps LUMS to be in constant interaction with the business world. EiRs help students and faculty to have a greater and deeper understanding of entrepreneurship. LUMS engagement with EiRs has been beneficial to EiRs and the SMEs they lead, turning our engagement into a virtuous learning cycle.



LUMS is particularly proud of working with diverse units across Lancaster University, including the student enterprise and careers teams, where EiRs contribute with their knowledge and experience as well as influence the emergence of similar communities.